



Data Dissemination

U.S. Census Bureau, Washington, D.C.

In order to maximize the use of census or survey results, organizations should have a sound dissemination program with the objective of promoting the benefit and application of census or survey data. Participants in this workshop will gain practical experience developing the tools needed for planning and implementing an effective dissemination strategy. Data dissemination topics covered in this workshop include developing products (e.g., tabulations, reports, and web content), working with data users, and communicating with the public. This workshop will emphasize the importance of involving data users and planning for dissemination from the beginning of the census or survey process.

The format of the workshop will be class lectures, individual and group exercises, and group discussions.

Course Content

- Involving data users
- Planning and budgeting for data dissemination
- Developing data products
 - Selecting types of data products
 - Communicating clearly with text and graphics
 - Establishing a review process
- Implementing standardization and branding guidelines
- Protecting respondents (confidentiality and security considerations)
- Publishing and distributing data products (printed materials and web content)
- Publicizing and promoting data products
- Developing research partnerships

Audience and Prerequisites

The data dissemination workshop is designed for mid- to high-level officials responsible for planning and implementing data dissemination activities in a government agency, such as a National Statistical Office, or a nongovernmental organization.

Date: October 17 – 21, 2016

Place: U.S. Census Bureau Headquarters
Suitland, Maryland (near Washington, D.C.)

Tuition: US \$2,500

Apply early. The workshop will be limited to 15 participants. Those who complete the application requirements will be accepted on a first-come, first-served basis. For more information e-mail pop.international.workshops@census.gov.